



EA and T-Mobile USA Deliver Enhanced Gaming Content from Leading Titles

Need for Speed World, SKATE 3 and The Sims 3 are First Titles to Participate in Advertising Relationship that Extends and Enhances Game Playing Experience

REDWOOD CITY, Calif., Sep 20, 2010 (BUSINESS WIRE) -- Electronic Arts Inc. (NASDAQ:ERTS) announced an advertising relationship with T-Mobile USA, Inc. that delivers promotional content from several leading EA titles, enabling consumers to download free* premium content enhancing their game playing experience. The promotion is currently intended to extend across three titles at launch - *Need for Speed(TM) World*, *SKATE(TM) 3* and *The Sims(TM) 3* - with more titles participating throughout the year.

"In this highly competitive media environment, T-Mobile recognized an opportunity to reach a deeply engaged, loyal audience in a way that is authentic, unobtrusive and enhances the game playing experience," said Peter DeLuca, vice president of advertising, T-Mobile USA. "We're excited about driving brand affinity by keeping gamers connected to their favorite EA titles."

"T-Mobile and EA have had a great relationship for several years," said Elizabeth Harz, Senior Vice President of EA's Global Media Sales team. "T-Mobile is incredibly innovative and is focused on helping busy consumers connect with the people and experiences that enrich their lives. This advertising relationship accomplishes both of those goals by providing innovative brand experiences and extended gameplay."

How it Works:

Players Log onto <http://t-mobile.ea.com/> to gain access to the content. The site prompts players to chose their desired content and navigate to the download by entering the code "GetConnected".

Promotional content currently available to download includes:

- In *Need for Speed World*, players take driving to a whole new level. T-Mobile provides a free car upgrade, offering consumers a downloadable Mazda 3 without the usual in-game currency needed. Upgrading vehicles from tier to tier helps users advance throughout the game.
- Downloadable content for EA's popular *SKATE 3* includes a new photo challenge as part of the T-Mobile Storefront Challenge. In the challenge, skaters are required to hit the gap in front of the virtual T-Mobile storefront.
- In *The Sims 3* on personal computers, players enjoy unexpected moments of surprise and mischief and choose whether to fulfill their Sims' destinies or not! With this promotion, players can download lifestyle items from home furnishings to a new hairstyle which represent their Sims characters. Additionally, a T-Mobile sponsored music content pack can be downloaded, which provides free items to enhance the cool factor for players of *The Sims 3* with items like a modern stereo and music t-shirts.

More games and enhancements will be announced throughout the year. Full rules and regulations as well as download descriptions and product details can be found at: <http://t-mobile.ea.com/>.

*In-game items require applicable EA game, applicable game system, Internet connection and EA registration. Additional restrictions also apply. See www.t-mobile.ea.com for details.

About Electronic Arts

Electronic Arts Inc. (EA), headquartered in Redwood City, California, is a leading global interactive entertainment software company. Founded in 1982, the Company develops, publishes, and distributes interactive software worldwide for video game systems, personal computers, wireless devices and the Internet. Electronic Arts markets its products under four brand names: EA SPORTS™, EA™, EA Mobile™ and POGO™. In fiscal 2010, EA posted GAAP net revenue of \$3.7 billion and had 27 titles

that sold more than one million units. EA's homepage and online game site is www.ea.com. More information about EA's products and full text of press releases can be found on the Internet at <http://info.ea.com>.

About T-Mobile USA, Inc.

Based in Bellevue, Wash., T-Mobile USA, Inc. is the U.S. wireless operation of Deutsche Telekom AG. By the end of the second quarter of 2010, more than 130 million mobile customers were served by the mobile communication segments of the Deutsche Telekom group -- 33.6 million by T-Mobile USA -- all via a common technology platform based on GSM and UMTS, the world's most widely used digital wireless standards. T-Mobile USA's innovative wireless products and services help empower people to connect to those who matter most. Multiple independent research studies continue to rank T-Mobile among the highest in numerous regions throughout the U.S. in wireless customer care and call quality. For more information, please visit <http://www.T-Mobile.com>. T-Mobile is a federally registered trademark of Deutsche Telekom AG.

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